



## AD SALES REPRESENTATIVE

### Professional Description:

The Ad Sales Representative must be a dynamic and talented individual with the ability to handle GVB ad sales and affiliate marketing efforts. This individual will work closely with management to execute powerful and innovative presentations. The Ad Sales Representative will be responsible for the execution of all ad sales to support marketing and promotional plans, write ad sales briefs, develop ads, and contribute to the overall marketing strategy of the network. The Ad Sales Representative will also be responsible for handling all third-party promotional relationships, tie-ins and cooperative projects and will develop, maintain, and strengthen relationships with our key trade partners. This talented self-starter will play a key role in the success and efforts of the overall Bureau.

### Qualifications/Requirements:

- Must be a marketing generalist with at least 4 - 6 years of relevant experience (such as advertising agency, media sales/marketing, event marketing, production, client-side marketing)
- Possession of a valid Guam Business License and proof of insurance

### Essential Functions:

- Write and coordinate ad sales and affiliate marketing presentations
- Responsible for the execution of all ad sales marketing efforts and strategies
- Work closely with all internal divisions of the company to maximize communication and coordination of necessary projects
- Work closely with affiliate sales to provide them all necessary materials, presentations, coordination of their marketing needs
- Assist with co-op ad assignments such as magazines, on-line banner ads, etc.
- Responsible for the coordination of collateral materials
- Responsible for the coordination of all ad sales and affiliate sales, hospitality events and conference components
- Responsible for the coordination of all key point of contact to agency/client/affiliate mailings
- Responsible for the coordination of invoices and project budgets
- Responsible for the coordination and trafficking of advertising
- Must work closely with key vendors, partners, and advertisers to develop and enhance strong working relationships
- Provide necessary and relevant targeted category information to sales to assist in building smart, strategic, and innovative concepts that work to maximize co-marketing efforts with all advertisers
- Prepare ad sales, sales literature, media kits, and sales contracts
- Attend sales meetings, industry trade shows, and training seminars to gather information, promote products, expand network of contacts, and increase knowledge
- Gather all relevant material for bid processes, and coordinate bidding and contract approval
- Performs other related duties as assigned

**Key Competencies:**

- Knowledge of principles and methods for showing, promoting, and selling products or services inclusive of; marketing strategy and tactics, product demonstration, sales techniques, and sales control systems
- Knowledge of media production, communication, and dissemination techniques and methods. Inclusive of; alternative ways to inform and entertain via written, oral, and visual media
- Experience in supporting a sales team
- Ability to prioritize workload and meet deadlines
- Strong marketing, creative and sales abilities
- Proactive and results-oriented
- Ability to multitask and work efficiently in a team environment
- Enthusiastic team player
- Excellent interpersonal, verbal, and written communication skills
- Ability to establish productive relationships at all levels of the company
- Understanding of design world, and the online production world
- Proficient in Microsoft Office (Word, Excel, PowerPoint); Adobe Acrobat and Photoshop
- Respect and preserve confidential information of work handled by and for GVB

**Other Duties:**

This professional description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the Ad Sales Representative. Duties, responsibilities, and activities may change at any time with or without notice.